



trasferimento tecnologico e innovazione

is the largest Italian Agency for Innovation promoted by Chambers of Commerce. t2i supports companies in defining and developing new and innovative products/services through technology transfer networks, value-added services and access to funding programmes.



USER-CENTERED DESIGN LABORATORY FOR APPLIED RESEARCH AND INNOVATION TO SUPPORT INDUSTRY THROUGH THE DEVELOPMENT OF NEW PRODUCTS AND SERVICES

A CUTTING-EDGE LIVING LAB

Neroluce is the laboratory of t2i that supports companies in the ideation and validation of new products. Neroluce deploys the prototyping phase through innovative technologies and methods aiming at an overall reduction of production costs. Neroluce collaborates with a wide network of universities, research centers and experts thus facilitating turn-keys projects in different sectors.

METHODOLOGIES

Neroluce laboratory makes available to SMEs and large industry cutting-edge technologies and competences to facilitate integration of human factors in new products development. Design, creativity, time-to-market reduction, cognitive feedbacks, ergonomics and user-product interaction are some of the principles adopted to support clients.

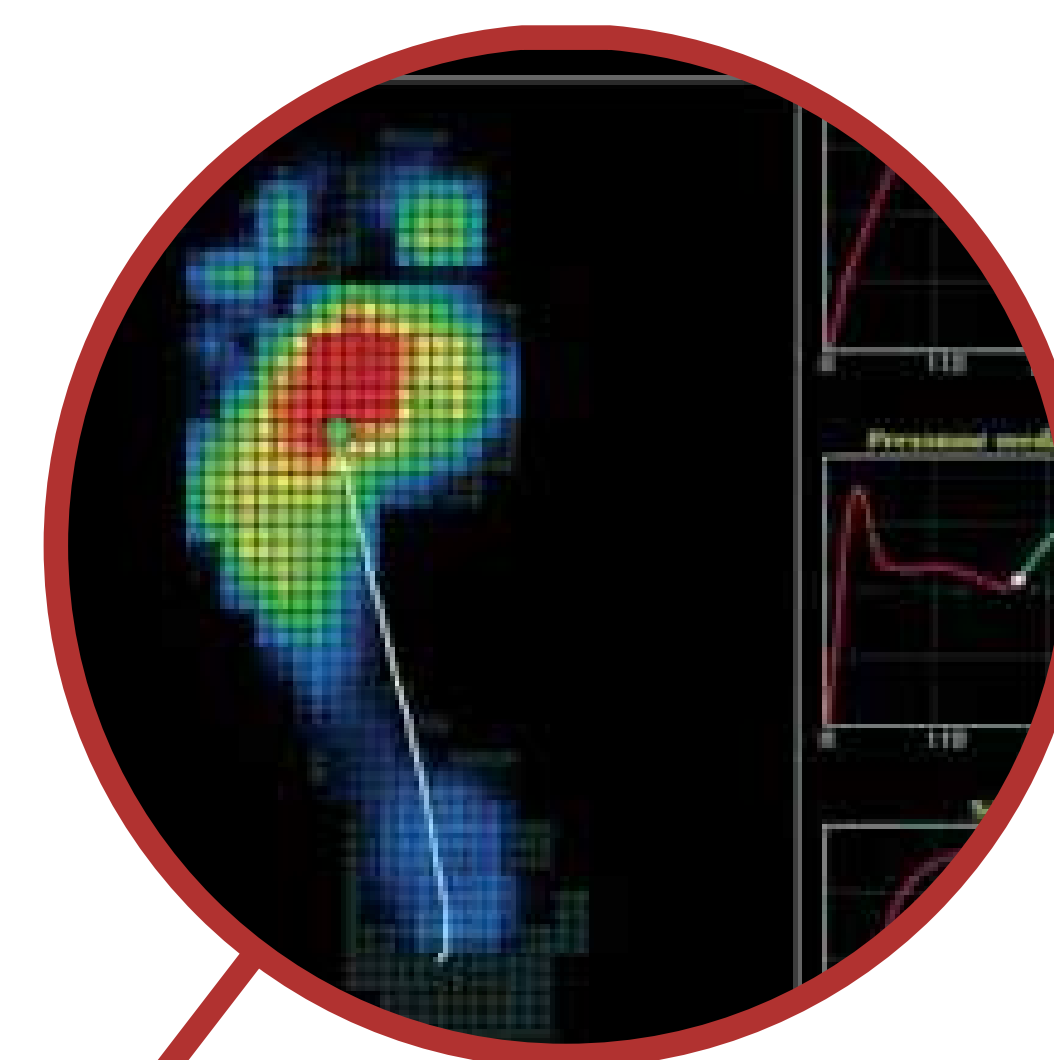
FROM IDEA DEVELOPMENT TO FINAL PRODUCT PRESENTATION



Co-design involves the end users in the product development process, assuring that their interests are considered in the design.

Some of the approach applied are:

- Iterative design
- User centered design
- Anthropometry



Human factors and ergonomics are the new frontiers to develop machines, equipment, products and "user driven" services.

Example of services offered:

- Comfort evaluation
- Cognitive feedback analysis
- Ethnographic analysis



DESIGN AND DEVELOPMENT OF NEW PRODUCTS AND SERVICES



FOCUS GROUP



CO-DESIGN



VIRTUAL PROTOTYPING



HUMAN FACTORS & ERGONOMICS



USABILITY



EYE TRACKING



AUGMENTED REALITY

3D-stereoscopic room is used to run brainstorming and discussion sessions on products concept before developing the physical prototype.

Example of services offered:

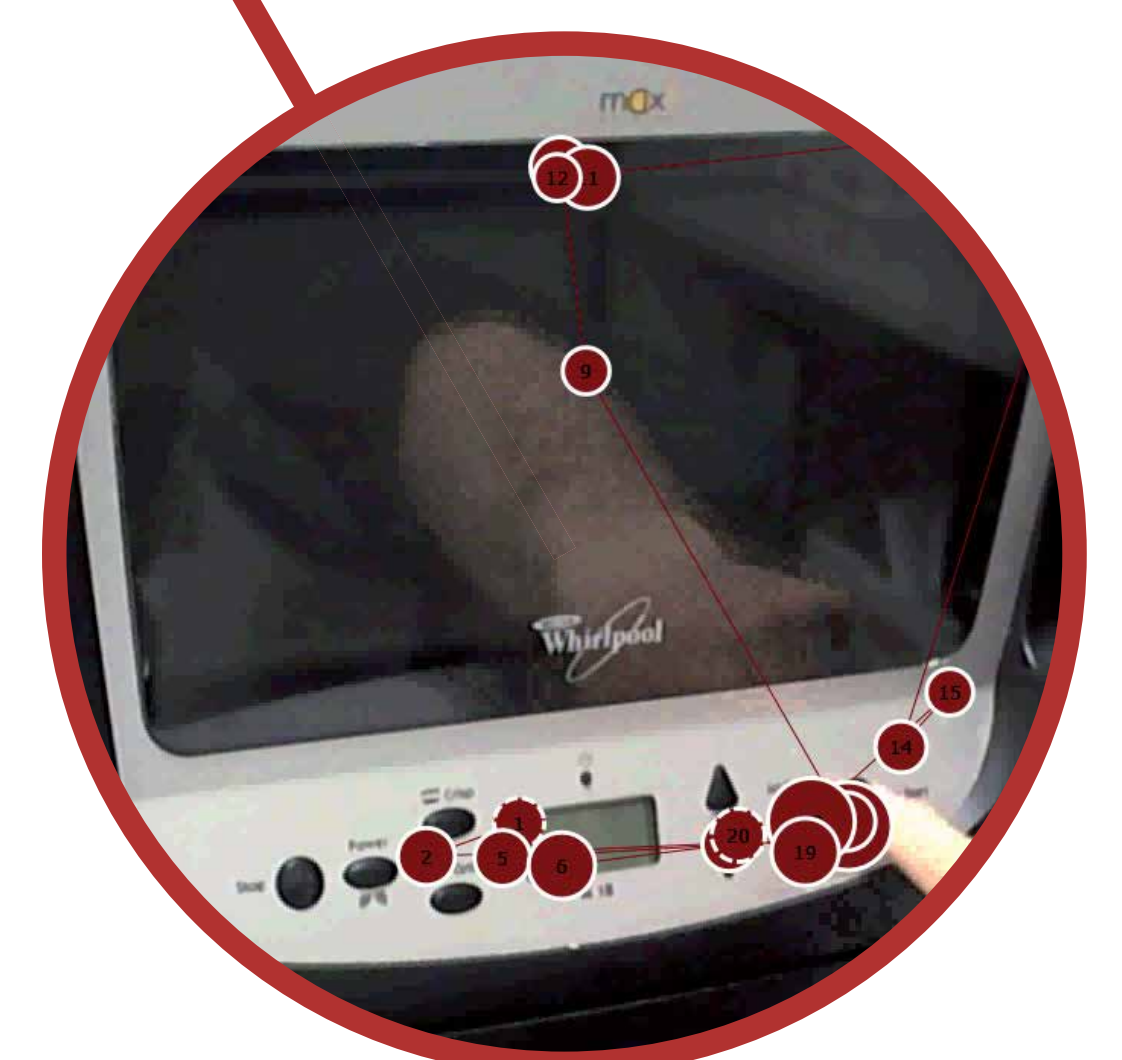
- Real time simulation
- Focus group
- Virtual show room



Eye tracking tool is used to analyse users' perception and reaction towards an interface or a physical product.

Example of services offered:

- User interface and web usability
- Display analysis and way finding
- Advertising and packaging layout



www.t2i.it

Via Roma 4 - 31020
Lancenigo di Villorba (TV) - ITALY
Tel. + 39 0422 1742100
innovation@t2i.it